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Massachusetts  
College of Art Site:  
**A Review of  
Development Potential**



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College of Art Site:  
A Review of  
Development Potential**

**Prepared by Skidmore, Owings & Merrill  
for Beth Israel Hospital**

**March 1987**

Beth Israel Hospital wants to thank all those individuals from surrounding institutions, MASCO, and city agencies who have been helpful in gathering data for this planning effort. The objective is to present an exciting concept for the site which will spark response, comment, and discussion. To that end, we suggest that questions be directed to Mitchell T. Rabkin, M.D., President, Beth Israel Hospital, Boston, MA 02215.

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Beth Israel Photographic Services

This document sets forth some ideas for the future development of the Massachusetts College of Art site at Longwood and Brookline Avenues, at the center of the Longwood Medical Area. These ideas focus on the shared needs of the medical area, its workers, users, and neighbors -- today and in the future. An analysis of the setting for development provides a context for a specific program of shared uses and an early illustrative concept of site development. These ideas, long considered and analyzed, are presented here in anticipation of broad-based review by medical area and community interests.

Beth Israel Hospital has sponsored the publication of this development concept in support of continuing efforts to identify the best possible use and physical design for this site.

Stimulating productive comment is the goal. Based upon the outcome of this review process, Beth Israel will submit a more formal proposal for the development through the official channels of the Massachusetts Division of Capital Planning and Operations, which currently controls the site.

Included here are a program of uses, an analysis of the site and its surroundings, and an exploration of urban design guidelines for the best use of the site.



## A Focus on Sharing, the Future and the Community,

Development of the Massachusetts College of Art site raises great expectations -- and rightfully so. It is an available parcel at the center of a growing, vital, and evolving medical center of the highest international reputation. It is essential that area institutions continue to stretch the limits of medical knowledge with access to ever-improved facilities for research and development, teaching, and patient care. At the same time, the workers, neighbors, and visitors to the Longwood Medical Area can benefit by the creation of sufficient retail, restaurant, and service facilities important to their daily lives.

In its plan for the development of this site, Beth Israel Hospital has identified a number of key components and goals which go far towards realizing the site's great potential. These include:

- ▶ Shared diagnostic and treatment facilities available to Longwood Medical Area institutions.
- ▶ Support of medical technological advances by increased availability and sharing of new and experimental equipment.
- ▶ A medical learning center -- a greater community resource for public information, education, and counselling.
- ▶ A professional education center for students, graduates, and practicing medical personnel.
- ▶ Retail and commercial facilities responsive to the needs of area workers, visitors, and residents.

- ▶ Essential office and laboratory space in support of Beth Israel's facility plans -- and as a commercial anchor for the more public and costly elements outlined above.
- ▶ A physical point of central orientation for the medical area -- visible, accessible, active, and representing the highest quality design.
- ▶ Easing traffic circulation through intersection redesign and dedication of land for an added lane on Longwood Avenue.
- ▶ Active, safe, and inviting pedestrian spaces.

In summary, appropriate development on the Massachusetts College of Art site will look to both present and future needs of the Longwood Medical area. It will reinforce the leadership role of the Longwood Medical institutions as providers of health care and education for the Boston region, Massachusetts, and the nation. It will provide services for growth in the excellence of research, diagnostics, treatment, education, technological advances, and public understanding and orientation. It has the promise of contributing to regional and local economies through taxes and the provision of new, productive jobs. At the same time it will strive to meet some of the pressing immediate needs of neighboring institutions, assure quality urban design and architecture, and avoid unacceptable demands on area streets and parking facilities.

The redevelopment of this site offers the opportunity to provide the physical setting, shared facilities, and public uses that will create a strong and viable center to the Longwood Medical Area. As such, it can actively support the positive planning initiatives of the last ten years which now include:

- ▶ Cooperative efforts by the area institutions to plan for infrastructure, security, parking, access, and other joint operational systems through the auspices of MASCO, an organization of the Longwood area medical and educational institutions.
- ▶ Installation of a distinctive signage system that delineates the boundaries of the area and the major institutions and facilities.
- ▶ Increased sharing of complex diagnostic and therapeutic procedures. Good examples are the Longwood Medical Area Joint Center for Radiation Therapy, the Longwood Area Program in Neonatology, and the Magnetic Resonance Imaging Program shared among the several hospitals. Improved quality and cost savings are being realized today -- allowing multiple institutions to access and share the most advanced and most expensive equipment.
- ▶ Multi-hospital activities of student and graduate education resulting in combined teaching sessions with a pressing need for better facilities.

- ▶ Joint activities in biomedical research maintaining the outstanding reputation of member institutions -- such as the recently established Center for Research in Gastroenterology coordinated by Beth Israel, Brigham & Women's, and others.
- ▶ Establishment of a general purpose Center for Emerging Technology by Beth Israel, New England Deaconess, Children's Hospital, Brigham and Women's, the Dana Farber Cancer Institute and others in the area -- a collaborative organization devoted to securing both for early trial and for later well-defined use new and expensive diagnostic and therapeutic technology of many types, ultimately accessible to all in a central location.

Beth Israel proposes to utilize the Massachusetts College of Art site in a manner consistent with this continuing theme of cooperation to mutual benefit and to expand upon this concept in a manner which benefits the larger Boston community.

# The Agenda

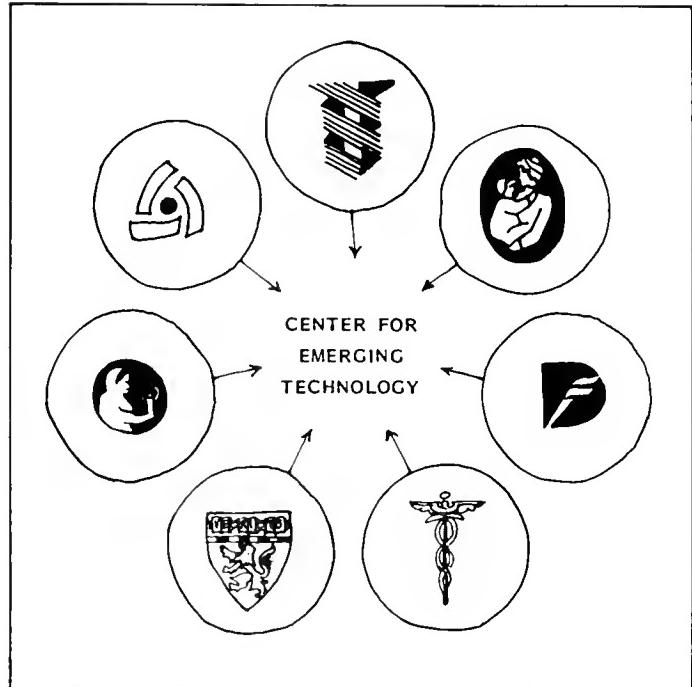
A specific program of uses for the Massachusetts College of Art site is being put forward here by Beth Israel Hospital in the interest of stimulating discussion and suggestions. The program recognizes the immediate needs of the area and supports evolving trends toward shared facilities, technological innovation, and developing new economies. In addition, the program provides new learning resources for both professionals and the public which will advance the common understanding of disease, health, and medical treatment.

The major components of the uses and estimated areas proposed include:

Center for  
Emerging Technology  
25,000 Square Feet

The Center for Emerging Technology was created by Beth Israel, New England Deaconess, Children's Hospital, Brigham and Women's, and the Dana Farber Cancer Institute for the purpose of securing new medical equipment for shared testing, development, and use among the institutions. This organization procures equipment the cost of which might be prohibitive for any individual institution, but can be afforded by this joint venture, or whose complexity or frequency of use precludes placement of one in each institution.

In the future development, space could be provided to house up to three or four individual "laboratories" for the Center for Emerging Technology. This work space must feature a flexible design to accomodate varied uses and equipment.



An important aspect of this space will be its use by patients of many institutions. Consequently, its location will be planned to provide easy access for pedestrians as well as cars and ambulances.

Physical components would include reception, work areas, administrative areas, and meeting rooms.

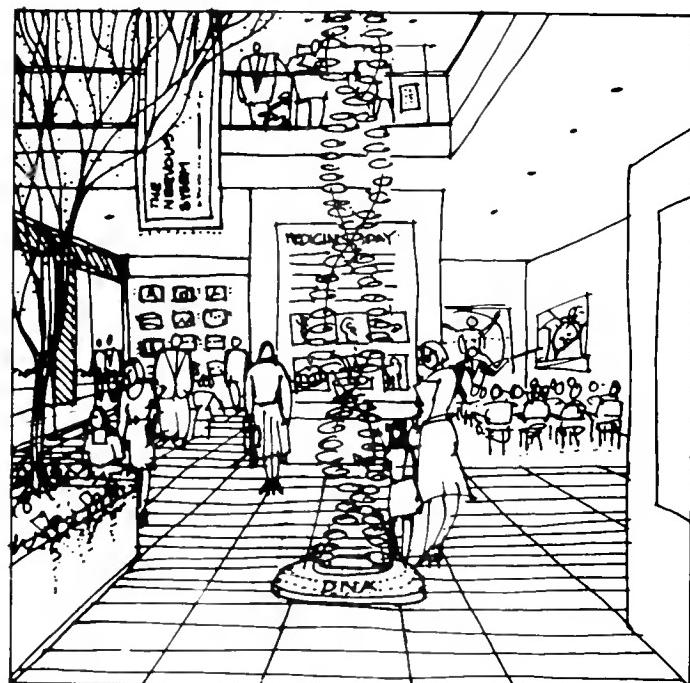
## The Learning Center 37,000 Square Feet

Beyond serving the various purposes and needs of the medical area institutions Beth Israel is committed to a new concept which will add to the vigor of the area and the cultural life of the City; improve services provided to patients, family, and a wider public; and contribute new economic vitality to the City and State. Beth Israel proposes the concept of a "Medical Learning Center," a multi-faceted education center serving both the public and the specialized needs of the medical community. It will consist of a public display area, a counselling and information facility, and professional educational facilities.

The public display area will be a small museum in which the public can view special exhibits pertaining to health and health care. This will include interactive learning opportunities through which the public can satisfy their curiosity about basic issues and recent advances in clinical medicine.

Interactive opportunities will also be available for focused education, helping individuals contend with their own issues of illness and health in a manner designed to support their existing relationships with the wider Boston medical community. These will be reinforced with direct counselling opportunities tailored to individual needs and designed to support Boston medicine in general.

Educational facilities would include classrooms, lecture space, an auditorium, and a reading room. These facilities will be used for continuing education programs for health care professionals in the area as well as for presentations to the public. Central and adequate space most appropriate for these needs does not exist in the Longwood Medical Area.

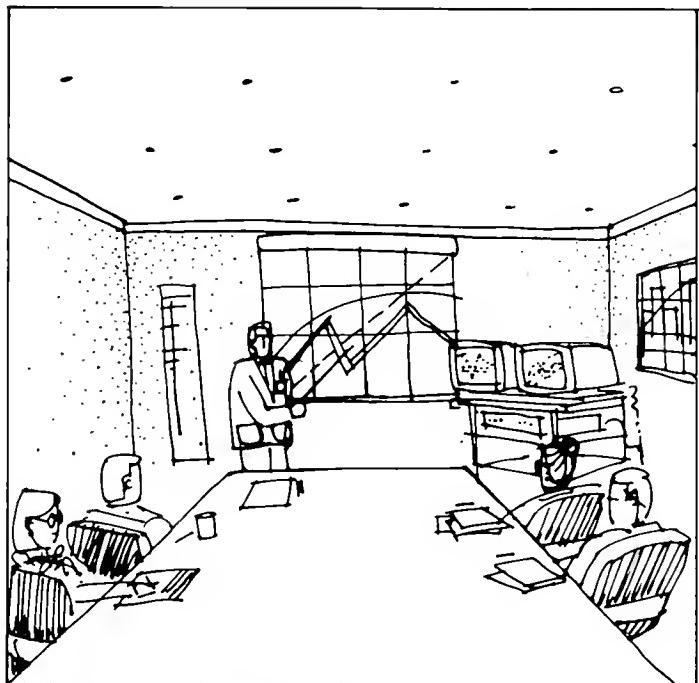


Learning Center

Medical Research and  
Development Center  
10,000 Square Feet

This new proposed use can be labelled a "Medical Industry R&D Mini-Park." Manufacturers of medical equipment -- laboratory devices, monitors, respiratory machines, radiology equipment, and so on -- typically find it difficult to maintain good ongoing contact with clinical organizations of high competence to foster the clinical testing of their new equipment. There is considerable interest on the part of these industries to maintain small offices and work stations near the medical community in this location to facilitate their interactions with the neighboring hospitals, providing them with a solid basis for testing new equipment and -- most importantly -- affording the hospitals preferential access to the latest in new equipment.

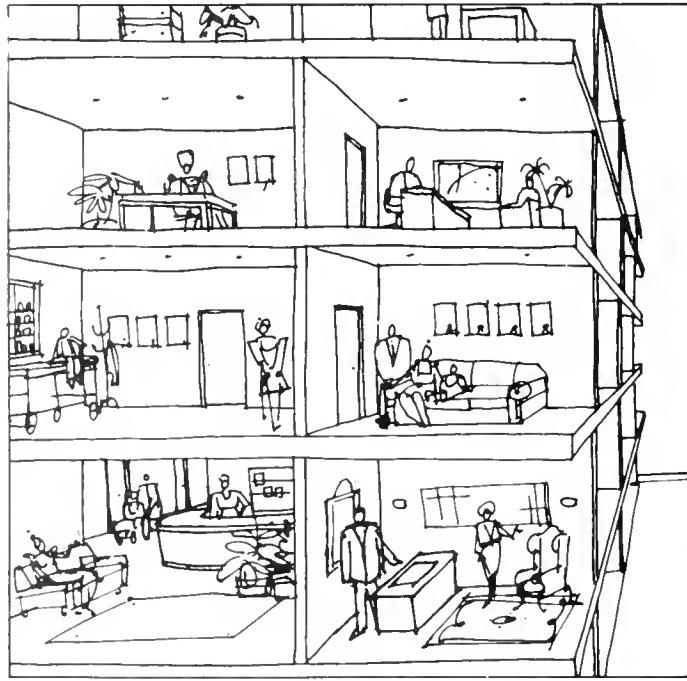
Development on the site would provide space for medical industries to showcase their equipment and perform limited technical work on them. Meeting and office space would accommodate sales and training functions of the businesses.



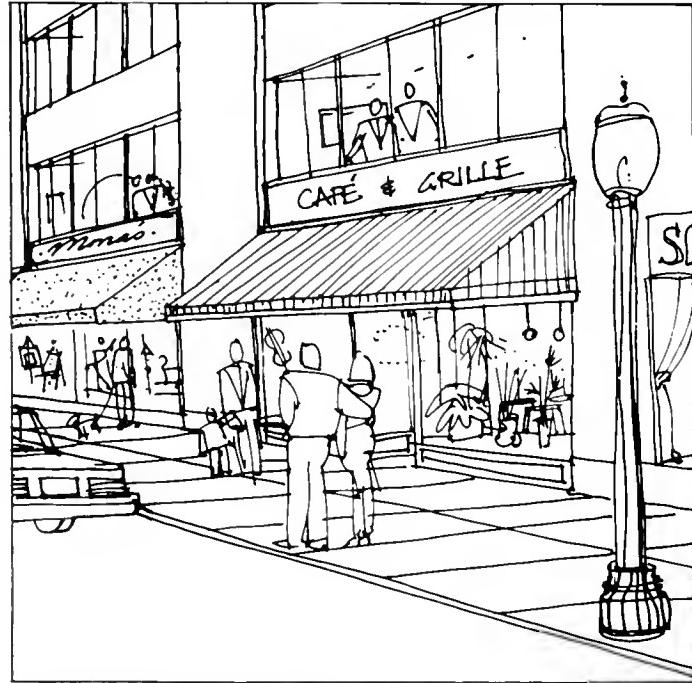
Medical Industry Research and Development Center

Beth Israel Medical Space  
130,000 Square Feet

This section of the proposed development will include medical office space providing for ambulatory services associated with Beth Israel Hospital, the most rapidly growing area of activity at today's hospitals. Also included will be clinical and research laboratories and other ancillary functions which will serve both the ambulatory and in-patient facilities of Beth Israel Hospital and will also offer the possibility of sharing with neighboring institutions. When the above uses move to the proposed building, much needed space will be available at Beth Israel Hospital to accommodate better the remaining now-crowded inpatient and ambulatory services and other functions.



Beth Israel Medical Office Space



Retail/Restaurant Street Edge

Retail and Restaurant  
40,000 Square Feet

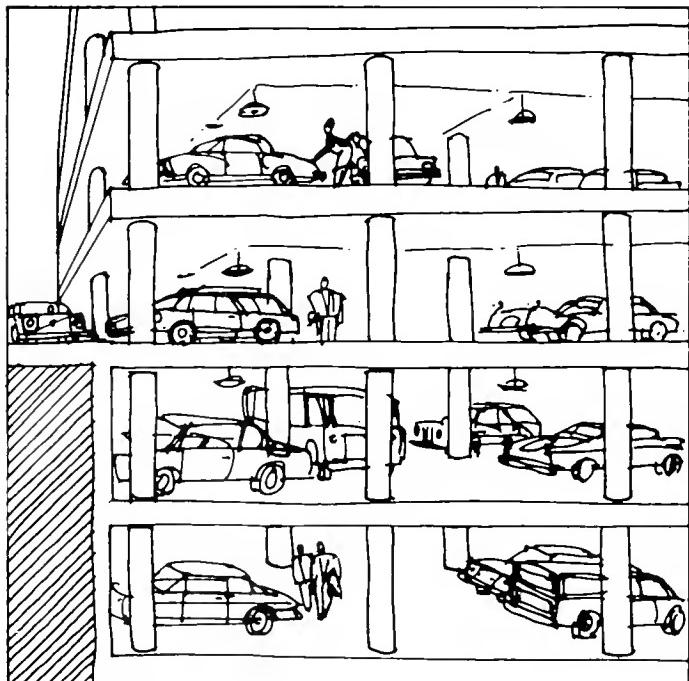
It is envisioned that street level commercial activities will engage the people of the community, both those who work or are involved in patient care in the Longwood Medical Area and those in neighboring communities of the Fenway, Brookline, and Mission Hill. The choice of restaurants, shops, and services awaits further market and other studies. Specialized uses, such as child care, elderly day care, a fitness center, and other opportunities for health promotion also warrant further study.

Studies indicate that the site could accommodate up to 26,000 square feet of retail and related uses and three restaurants totaling 14,000 additional square feet.

## Parking

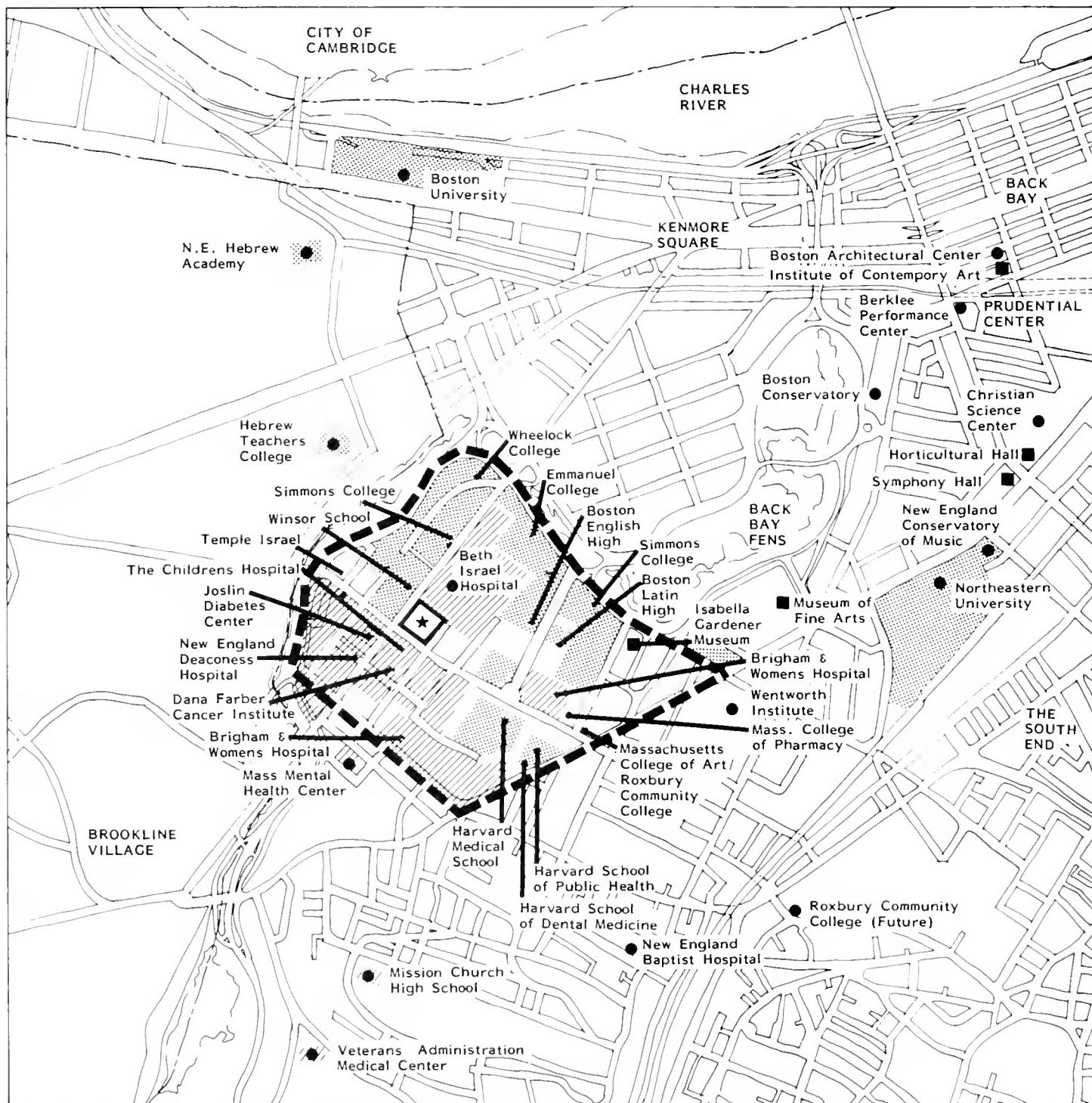
800-900 Spaces

Parking will be provided to accommodate on-site needs and is planned to be located partially below grade and partially in structure along the Binney Street extension. This total will vary with the scale and types of uses that are eventually located on the site, however a range of 800-900 spaces seems appropriate for the program elements discussed above.



Multi-level Parking

## SURROUNDING INSTITUTIONS



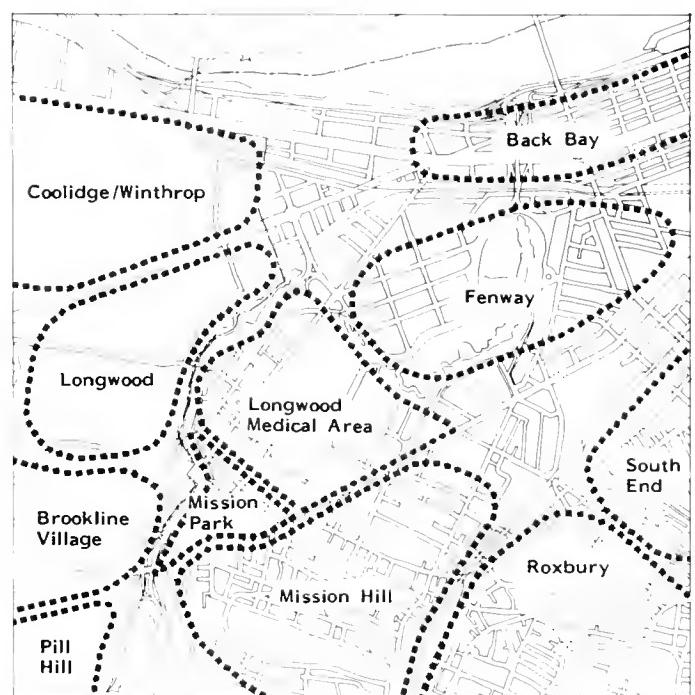
## The Site and its Surroundings

It is essential not only to understand the uses to which the Massachusetts College of Art site can be put, but also to appreciate the special qualities and opportunities of this location in order to insure optimal future development. The best way to begin this analysis is to look at the ways in which the proposed use of the site fits into the changing pattern of uses and urban character that make up this area of Boston.

The site is centrally located in an extended area supporting a diverse range of educational, medical, and cultural institutions. Boston University, Northeastern University, and Simmons, Wheelock, and Emmanuel Colleges are all nearby. Outstanding secondary schools are clustered here - Winsor School, Boston English and Latin High Schools. A long list of medical institutions located here have, over time, become identified as the Longwood Medical Area. Cultural facilities including the nearby Museum of Fine Arts and the Isabella Stewart Gardner Museum have also been an important component of this area of Boston.

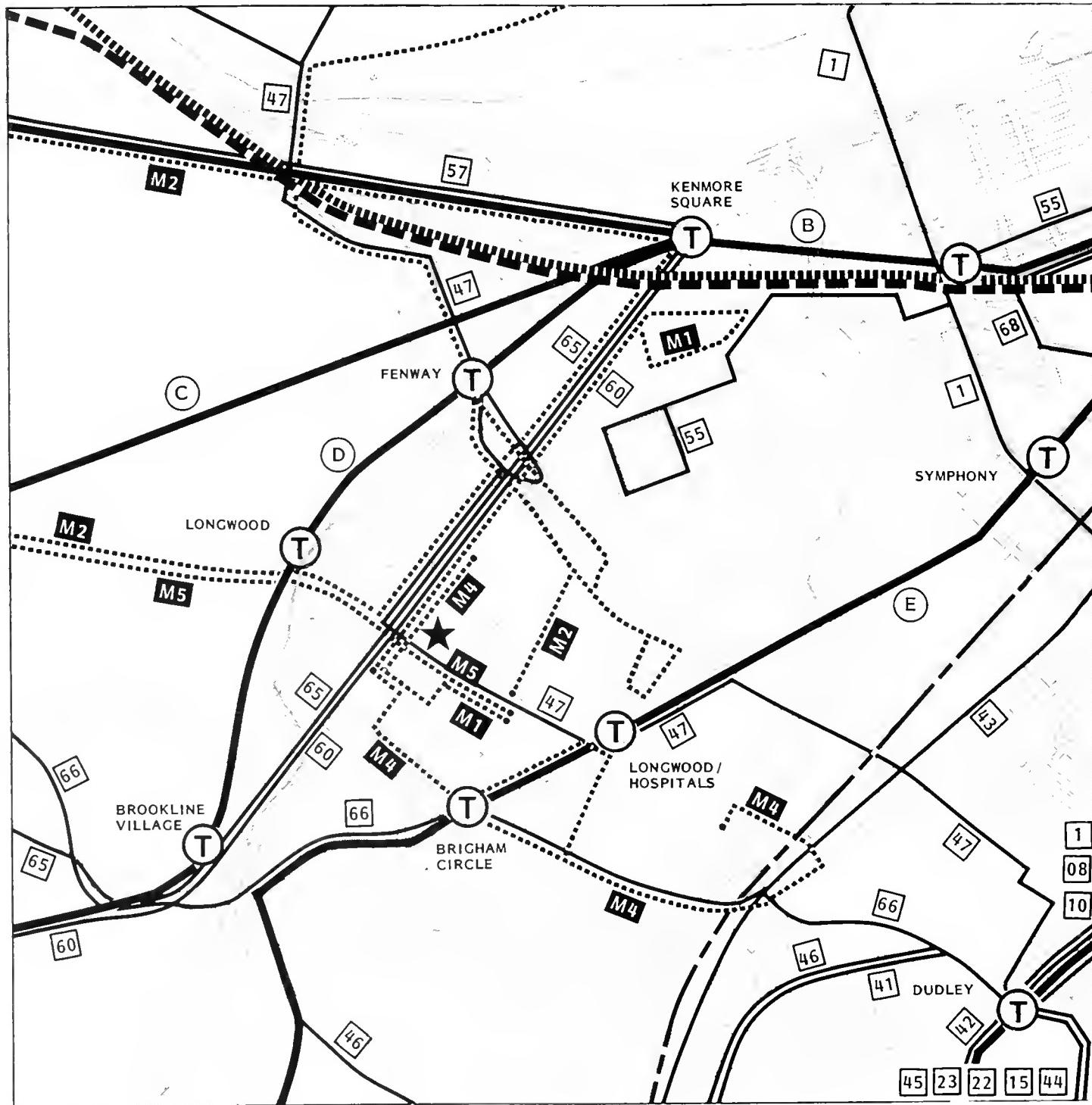
The site is situated at the center of the Longwood Medical Area, at the intersection of the two major avenues which bisect the Longwood Medical Area, and extend into the neighboring districts. Most of the edges of this area are well defined by the Fens which winds through this part of the city. One long edge of Longwood Medical Area is shared with the Mission Hill and Mission Park residential districts. The proximity and relationship of this site to these two areas particularly suggests a need to acknowledge these neighboring districts as well as the nearby Fenway area and the town of Brookline.

Given its central location to both the medical area and surrounding residential districts, it is surprising to note the general paucity of retail uses near the site. Drawing upon the large population that lives, works, and visits in the area, retail uses should be a significant and successful component of site development -- one that makes the Longwood Medical Area more pleasant and convenient.



The site is near the center of Longwood Medical Area, which in turn is surrounded by important neighborhoods.

## TRANSIT LOCATIONS

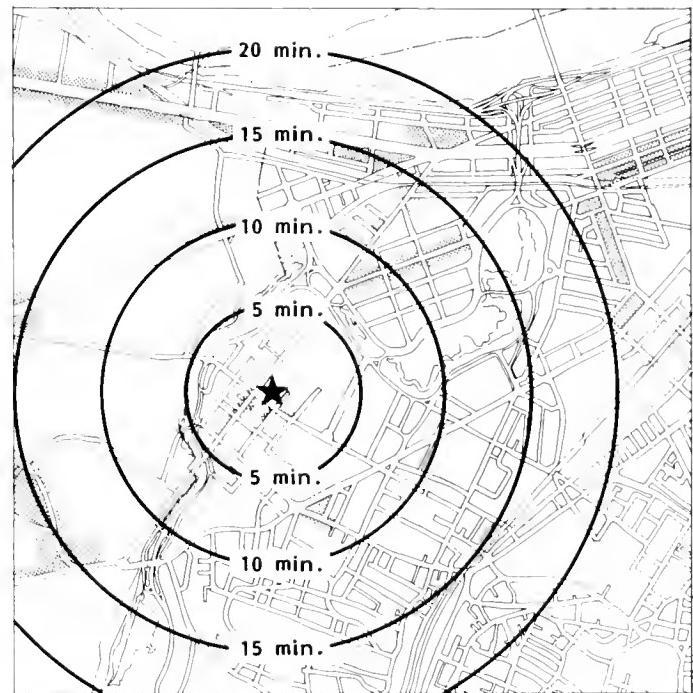


The site is well served by many transit modes and routes.

- Mass Transit
- Proposed Transit
- MASCO Shuttle Bus Routes
- Conrail (Amtrak) Commuter Rail
- Massachusetts Turnpike
- Bus Lines

Transportation to, from, and through this area is a major issue affecting development. Substantial challenges exist to improve the effectiveness of the existing roadway network, but the proximity of mass transit opportunities to the site - bus lines and "T" lines, and the Longwood Medical Area shuttle bus - suggest that there are many existing options for serving the transportation needs for new development. Future planning efforts will be undertaken to identify new parking locations at the edges of the medical area in order to improve traffic conditions and maintain necessary accessibility without imposing unduly on surrounding neighborhoods.

In addition to these area-wide influences, this site has its most special and significant relationships to the medical area which surrounds it. Most obviously, it is located at the "100% corner," the identifiable center of the Longwood Medical Area. Less obvious is its position at the center of the major pedestrian networks which serve a vital function in linking the many interrelated hospital activities together. The attached drawing shows how key corridors, tunnels, and elevator cores serve to link an entire system of medical facilities. However, the Beth Israel Hospital pedestrian system is separated from the hospitals to the south of Longwood Avenue by a gap - a gap which could be filled with appropriate pedestrian links in a new development for this site. Such a concept has been agreed upon by all the surrounding institutions.



There is little retail within an easy walk from the site.

## INTERIOR PEDESTRIAN CIRCULATION/PATTERNS



The site could provide connection to existing pedestrian systems.

— Tunnels (usable)

— Interior Corridors

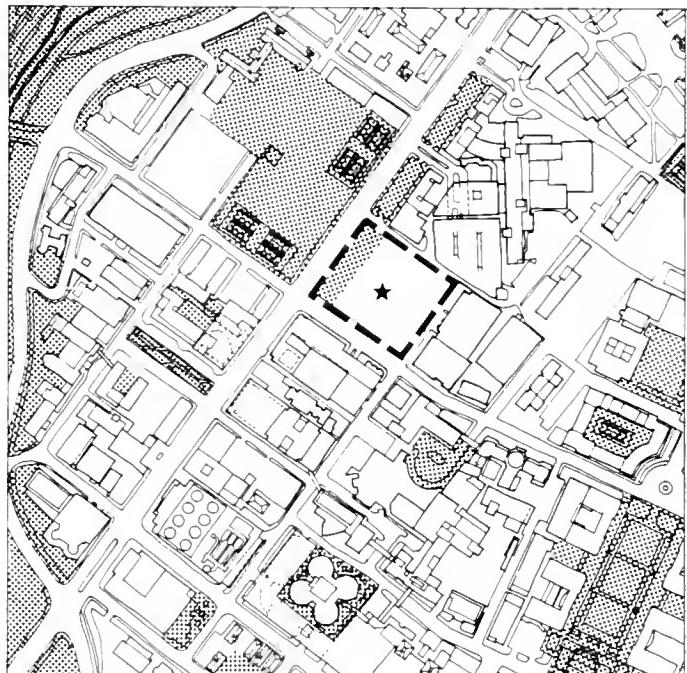
····· Pedestrian Bridges

● Elevator Cores

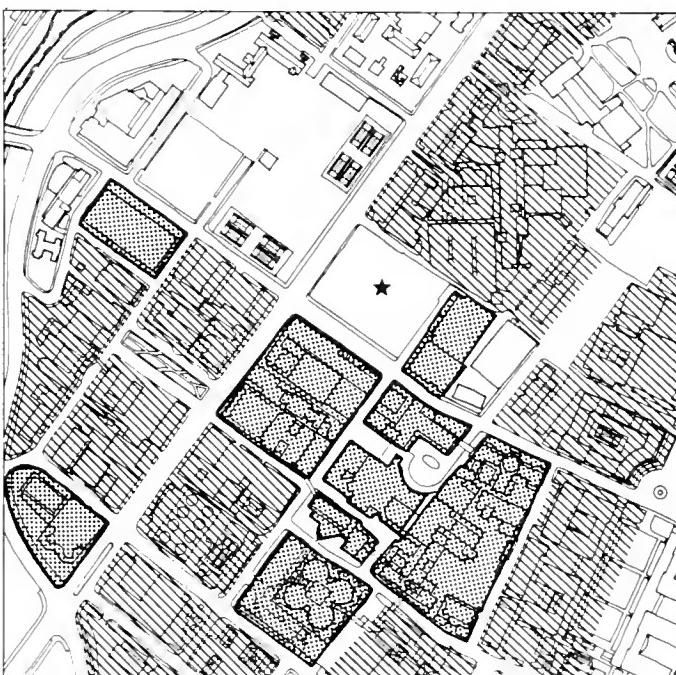
## Building Density and Open Space

Other characteristics which will affect development on this site include the density of development in the surrounding area and the character and location of green open space.

A survey of existing development densities has been made using the concept of "floor area ratios" (FAR). This concept relates the total gross plan area of development to the size of its site. For example, a building two stories tall that completely covers a site would have an FAR of 2.0. A survey of area parcels revealed that the Longwood Medical Area is an area with significant variety of development density, including some rather dense and large scale buildings.



As a counterbalance to this density, several underdeveloped spaces provide a needed sense of openness to the area. Consistent deep buildings set back along the northern portions of Brookline Avenue across the entire Beth Israel and Emmanuel College frontage create a pleasant quality that currently extends into the landscaped "front yard" of the site. Across the street from the site, the Winsor School recreational fields create an extensive open counterbalance to the urban character of the developing medical area.



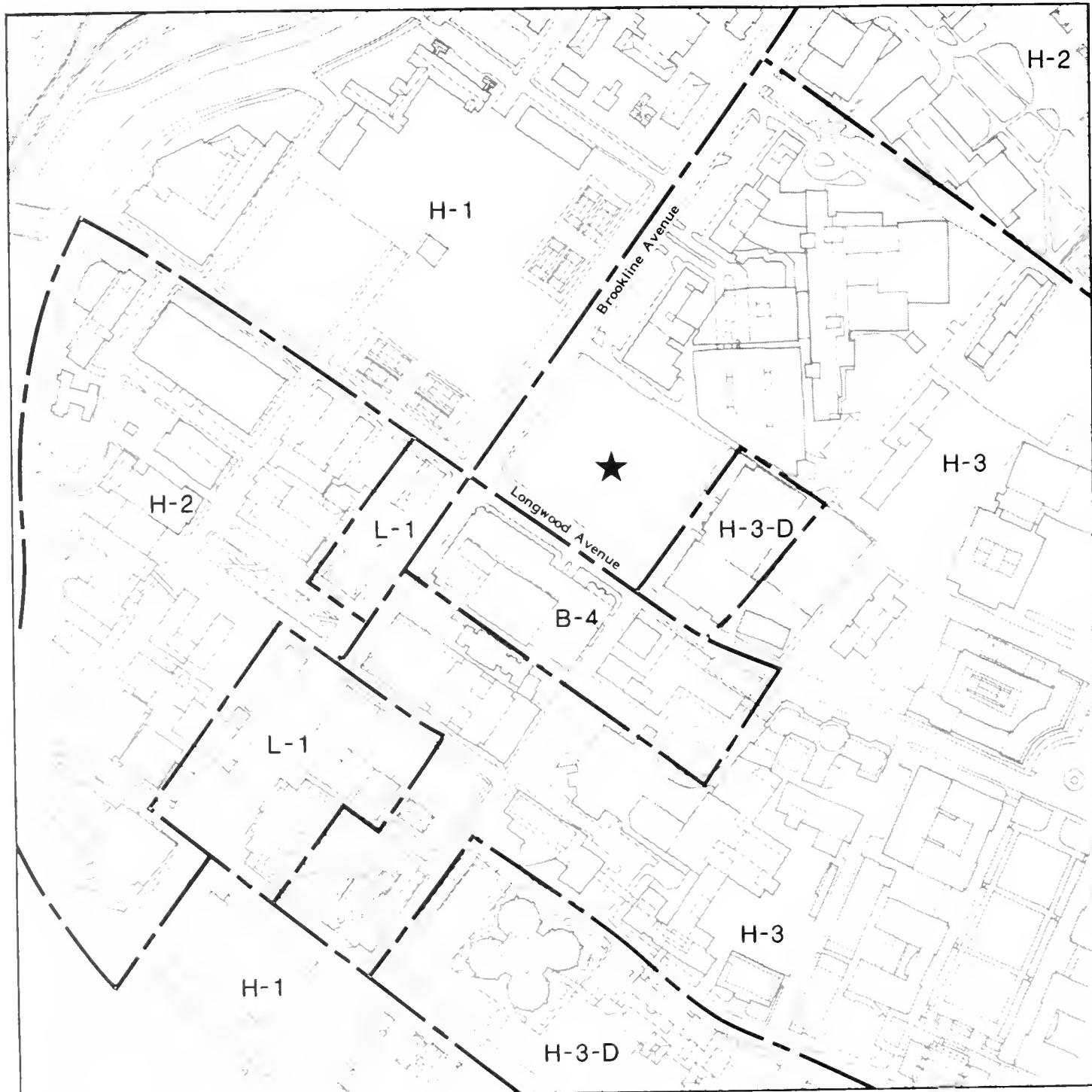
Floor Area Ratio  
(Building Area/Site Area)

■ High: 3.0 or Above

▨ Medium: 1.1-2.9

█ Low: 0-1.0

## ZONING



The site is currently zoned "H-3".

## Zoning Regulations

In order to be successful, future development for the site must not only contribute to its physical surroundings, but also fit the regulatory requirements which affect so many aspects of the development.

The current zoning for the site is listed as "H-3", a zoning designation which has been in place for many years and which includes most of Beth Israel Hospital and many other existing surrounding uses and properties. Most of the uses suggested in this proposal for the site are permitted outright in this zone (museum space) or are conditional uses (medical facilities, office space, laboratories, learning center functions, and parking). The only uses not currently permitted in this zone would be retail shops and restaurants. However, the public agencies strongly support such active public uses and have encouraged retail facilities in other recent developments.

Zoning also governs the density of new development. The Boston Zoning Code currently limits development to an FAR of 3.0 for this zone. Based upon the suggested program for this site and some studies of how it might be physically organized, the Beth Israel proposal would result in an FAR of about 3.6, slightly above the zoning limits and requiring special review and approval of such a change. This FAR is below others in the area, including projects recently approved by the Zoning Board of Appeals.

Because of the use and density inconsistencies with current zoning, a change in the zoning would have to be achieved in order to accomplish the suggested program. Among the processes available, application for a "Planned Development Area" (PDA) seems the most promising. This designation has been used for other nearby developments in order to meet goals not anticipated in the zoning code. Key steps in the process will include city agency and public reviews of the application for a zoning change.

In addition to the reviews required in the PDA process, a separate set of City reviews of the project may be necessary. The proposed zoning amendment called the Downtown Zoning: Interim Planning Overlay District (IPOD) may mandate additional city reviews.

## Environmental and Historic Reviews

Further extensive review of the proposal will be required in order to meet the requirements of state environmental regulations. Because of the scale of the project, an Environmental Notification Form and possibly an Environmental Impact Report will be prepared during the course of planning for future development. Both processes will address a wide range of issues to be considered before development approvals can be finalized.

Another step in the regulatory processing will be the review of the potential historic qualities of the existing Massachusetts College of Art building. Because this building has some historic qualities, it is possible that a review process may be initiated by the Massachusetts Department of Capital Planning and Operations involving the Massachusetts Historic Commission. The existing building is considered to be eligible for designation as an historic place, although it is not currently listed on either the State or National Register of Historic Places. However, in view of the limited historic qualities and significant redevelopment opportunities, replacement of the existing building by new facilities seems most advisable at this time.

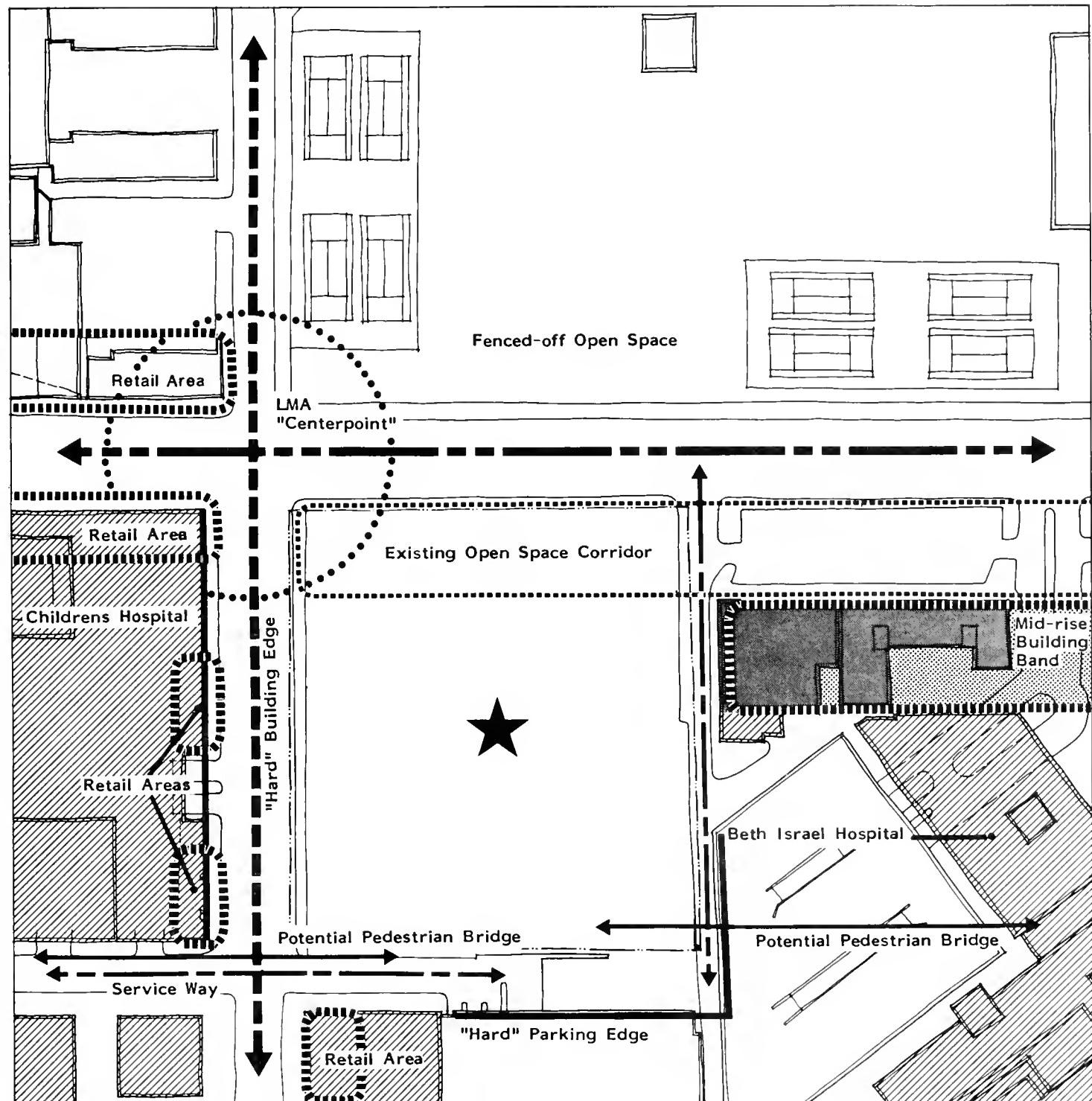
## Site Qualities

The next step in assessing the potential for future development is to focus on the very specific issues, opportunities, and constraints that are apparent in the site and its immediate surroundings.

A useful way to understand these site qualities is to begin by examining the influences around the edges of the site. Streets and alleys define the site, each with its own importance. Brookline Avenue is the principal street by virtue of its width, formal character, and traffic volumes. Longwood Avenue is also important, and its intersection with Brookline Avenue forms the effective "centerpoint" of the Longwood Medical Area. Service alleys form the other two edges, with the Binney Street extension taking on an important role because of its function as an important vehicle entrance to existing parking facilities.

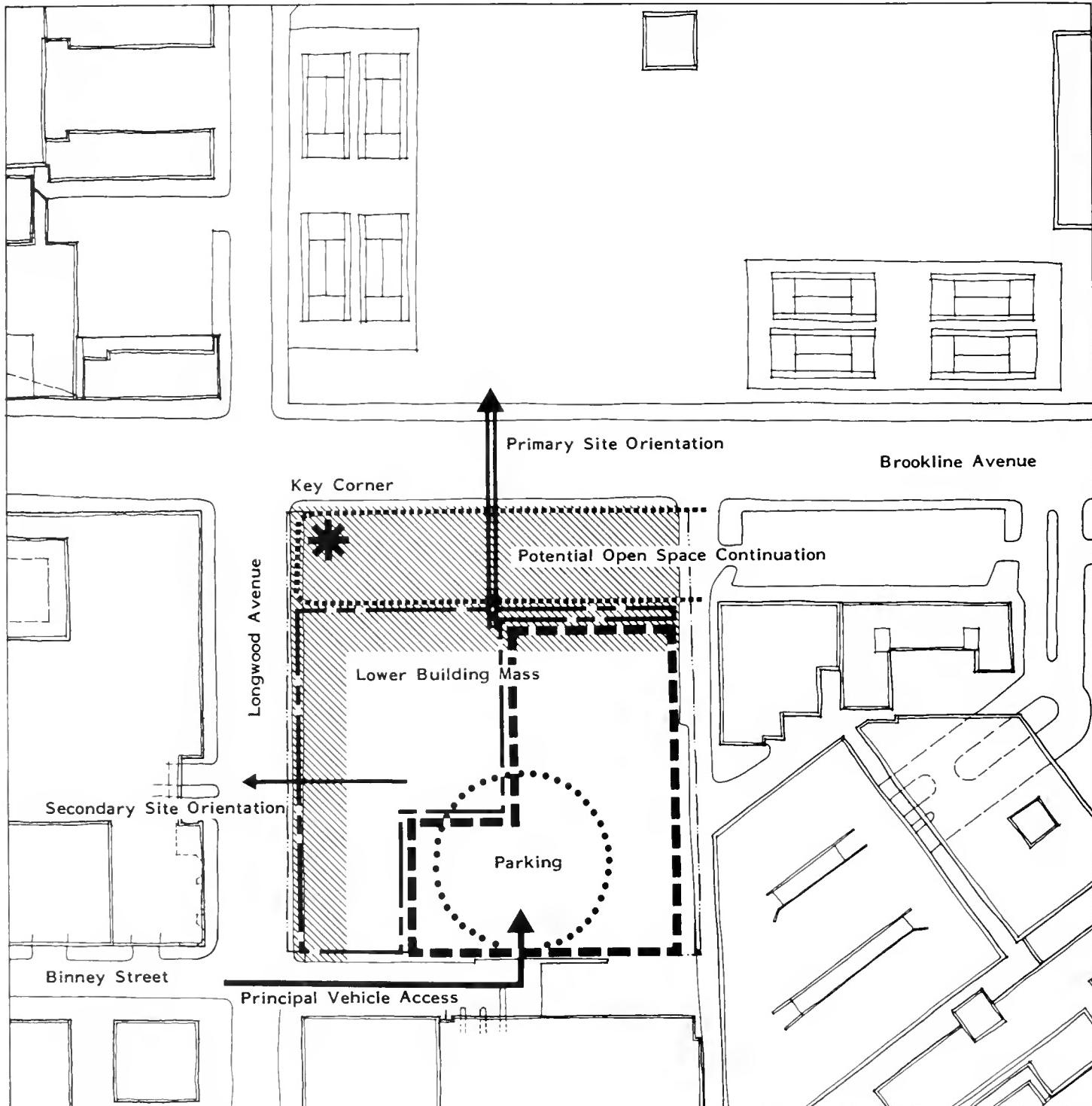
It is interesting to examine some of the use patterns at the site perimeter. At street level, retail uses line portions of both Brookline and Longwood Avenue. Although the pattern of retail uses is not continuous, there are patches of active pedestrian edges to the streets. Large-scale hospital and medical uses border the site on three sides, including Beth Israel and Children's Hospitals, and the medical office building at 333 Longwood Avenue. Across Brookline Avenue is the large but unaccessible open space of the Winsor School. Finally, parking structures bracket the least visible corner of the site, creating a "hard" or uninviting edge for new development.

## DESIGN INFLUENCES



The character of the site's surroundings will affect development.

## SITE CHARACTER



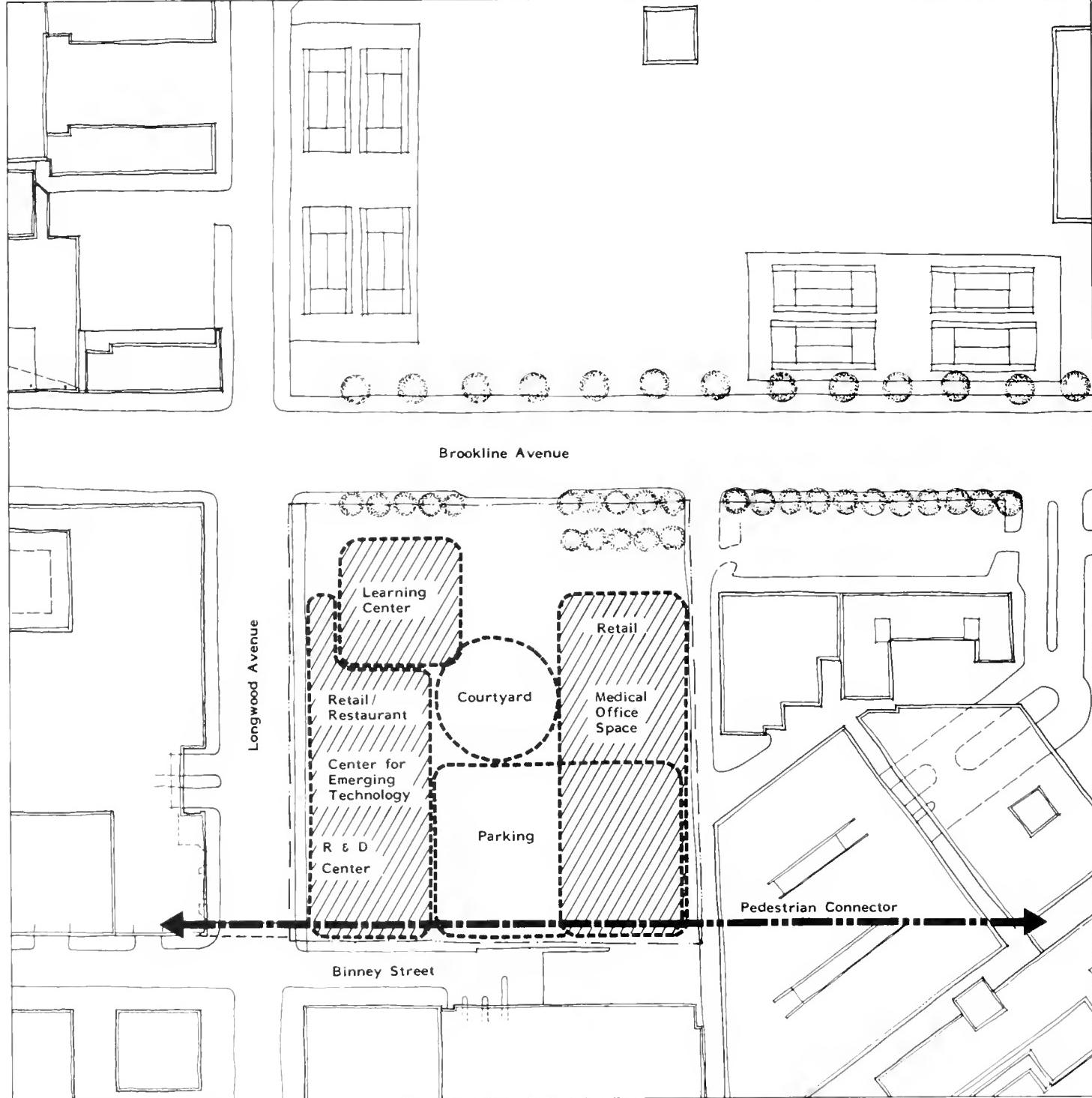
There is a logical organization for future development on the site.

There is a consistent relationship between low buildings and open space along Brookline Avenue that could reach onto the site. Over time, a broad band of open area has been included as frontyards for new development, from the Fenway up to Longwood Avenue. This lends a pleasant, formal quality that might be reinforced by the organization of new development on this site.

Such considerations move the discussion forward to the internal organizational principles for development suggested by the site location and configuration. Generally, lower building masses along the street edges seem appropriate, because of the scale of existing "neighbors", and to help provide a pleasant pedestrian environment. Larger scale elements would logically be grouped toward the remaining corner of the site, which is also the probable location for any above-grade parking. Another organizational principle is orientation; the "front" should face onto Brookline Avenue, with Longwood forming a "side" of the site. Principle vehicle access should take advantage of Binney Street extension, off Longwood Avenue.

While the open space band along Brookline Avenue should probably be extended onto the site, some special recognition of the importance of the corner of Brookline and Longwood is appropriate, and could help form a reasonable termination of this long, green strip.

## SITE ORGANIZATION



New uses on the site should be organized around a central courtyard, with the most public uses facing the streets.

## Potential Site Development

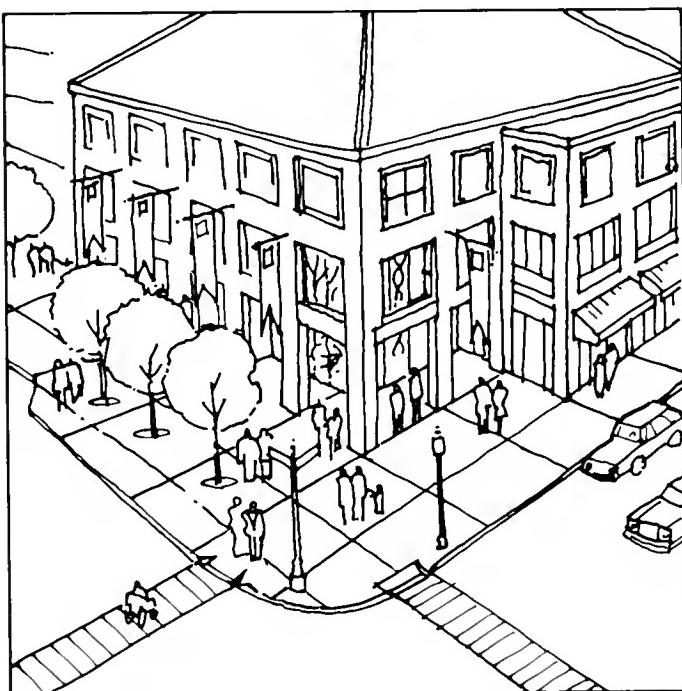
Combining the prospective uses with a thorough understanding of the site and the factors influencing development, an image of an appropriate new development begins to emerge. A medium scale building could accommodate the program, with all of the diverse portions of the new mixed use center clustered around an enclosed open-space symbolizing the "center" of Longwood Medical Center. The Learning Center could be highlighted in a place of special prominence near the corner of Brookline and Longwood Avenues, with displays of current activities visible to passersby at this busy intersection. The sidewalk area would be lined with shops and restaurants which would enliven the pedestrian experience and provide a new more inviting character to this institutional area. A broad plaza would extend along Brookline Avenue, providing a comfortable setback from the busy street.



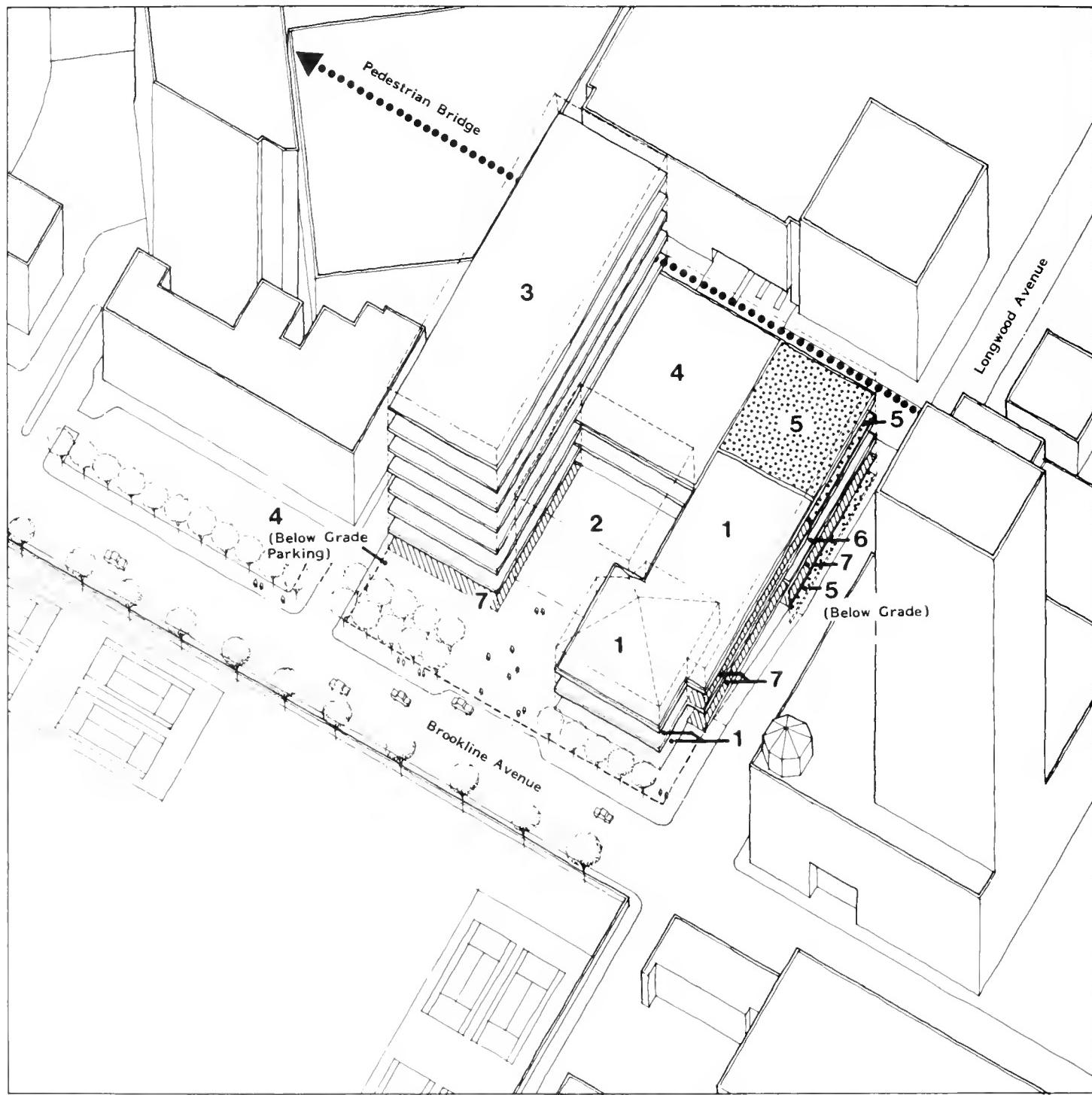
Brookline Avenue looking toward Kenmore Square.

A low, three story base would contain new centralized facilities serving the Longwood Medical Area, linked by pedestrian bridges to Children's Hospital and Beth Israel. The Learning Center, Center for Emerging Technology, and Research and Development Center would become the dominant uses which add character to this building. Further "inside" the site, rising above the lower base, and in scale with its immediate neighbors, the offices and laboratories for Beth Israel Hospital could be built.

Parking would be provided both underground and in a low structure (four stories) located at the "back corner" of the site.



The Learning Center at the corner of Brookline and Longwood Avenues.



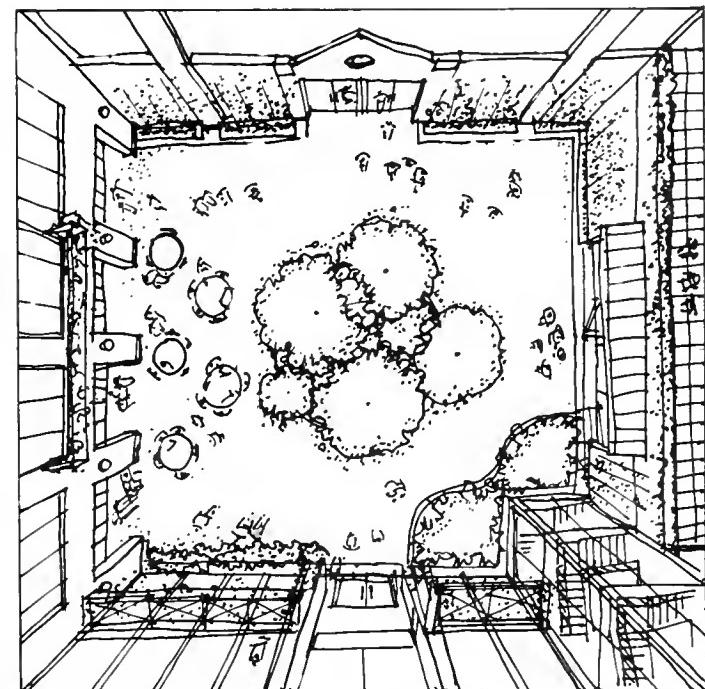
Appropriate organization of new uses can result in a development that is properly scaled and oriented for its surroundings.

- 1 Learning Center
- 2 Courtyard
- 3 Medical Office Space
- 4 Parking

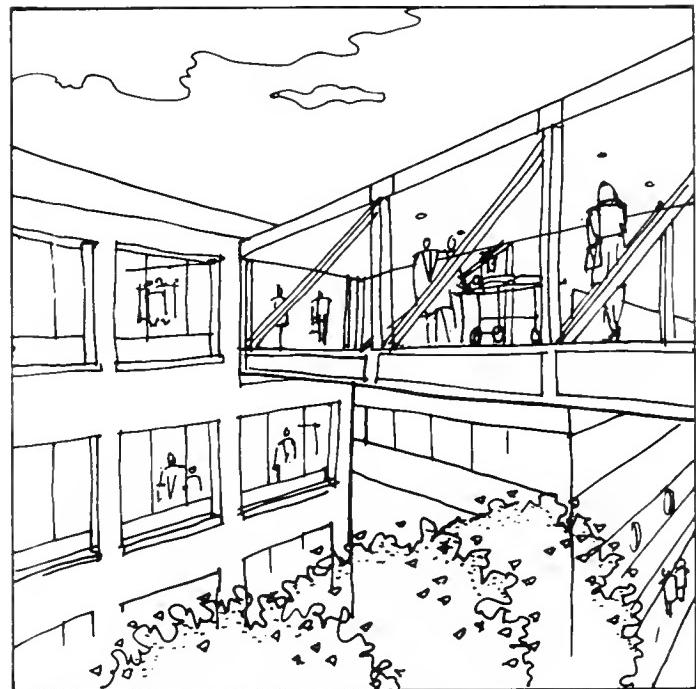
- 5 Center for Emerging Technology
- 6 Medical Research and Redevelopment Center
- 7 Retail/Restaurant Areas

Such a development pattern would provide a useful and attractive addition to the area. Through provision of retail uses and an exciting new medical museum and interpretive center at ground level, lively new public activity would be added at the core of the medical area. Finally, central learning, research, diagnostic, and treatment facilities could be provided and combined in a new and attractive space - with a common atrium or courtyard at the center of the district.

The accompanying sketches evoke the images that such a new center could fulfill, if properly coordinated and imaginatively assembled.



A courtyard could serve the various new uses.



An overhead walkway would be a practical solution to circulation needs.



# Guidelines for Future Development

An initial step toward achieving the ideas brought forward in this document would be the establishment of a set of guidelines for development. These guidelines would be issued and administered by the public agencies which will be making key decisions about site development. To be most successful, these principles or guidelines should be widely supported so it is of great importance that they accurately reflect the interests and viewpoint of the broader community. Consequently, this set of draft guidelines is outlined here for review and comment.

## Redevelopment Priorities

Retention of existing structures on site would substantially limit the potential for redevelopment to serve important community needs and should not be a requirement for proposals.

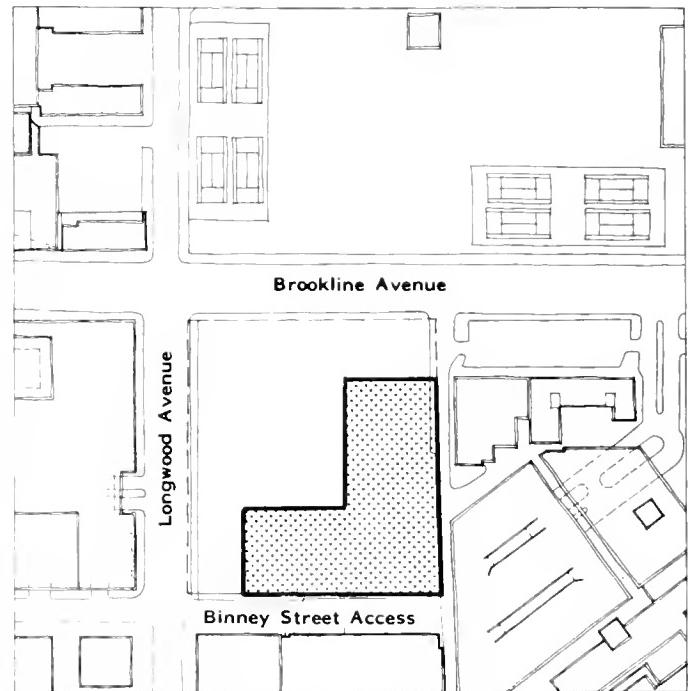
## Uses of the Site

- ▶ Most site uses should conform to the medical services orientation of its surrounding area; housing or non-medical office development would best be located elsewhere.
- ▶ Medical or educational facilities shared by the institutions of the Longwood Medical Area should have high priority for this site. In particular, a Learning Center, the Center for Emerging Technology, and a Medical Research and Development Facility should be carefully considered for location here.

- ▶ Facilities designed to inform and educate the public about medicine and health care should also be given a high priority for locating here.
- ▶ Opportunities to encourage new "high-tech" uses should be emphasized. There is an outstanding opportunity to provide centralized new facilities that build on the rapidly advancing technologies of medicine which is a strength of the local medical profession and of great importance to the Massachusetts economy.
- ▶ Even with the current development across Longwood Avenue, additional new retail services and restaurants are needed by the various communities which live, work, and visit in the area; a portion of those needs should be met at this site.
- ▶ All efforts should be made to encourage public transportation access to the site -- especially in peak hours.
- ▶ Parking should be required on the site to meet the needs of its users.
- ▶ A mixture of uses on the site would be most appropriate, given its central location and the many diverse needs for new space that are continually generated by the Longwood Medical Area as one of the nation's prime sites of clinical, academic, and economic activity in health care.
- ▶ Activities which extend into the evenings should be encouraged on the site to help contribute to the security as well as the vitality of the district as a whole.

## Scale of Development

- ▶ A moderate scale of development should be allowed for the site, somewhat lower in density than the most heavily developed sites in the Longwood Medical Area. The goal, however, should be to provide for new development which is substantial enough to fit into the general pattern of an urbanized neighborhood. It is also very important that the scale of development be adequate to allow for future revenues that will help justify the extra costs imposed by the mixture of uses and responsive design principles that are desirable for the site.
- ▶ An increase in allowable FAR from 3.0 to 4.0 is recommended. This would increase flexibility for future development, and allow construction of the complex, mixed-use program recommended.
- ▶ A minimum height of three stories should be established for the perimeter of the site along Longwood and Brookline Avenues. This scale will contribute to the continuity of the district, helping to define the importance of this significant corner. This guideline would, for example, not permit a single tall tower to be built on one portion of the site, surrounded by low, one-story retail uses. A building character which integrates uses and provides a continuous "street wall" is far more desirable.

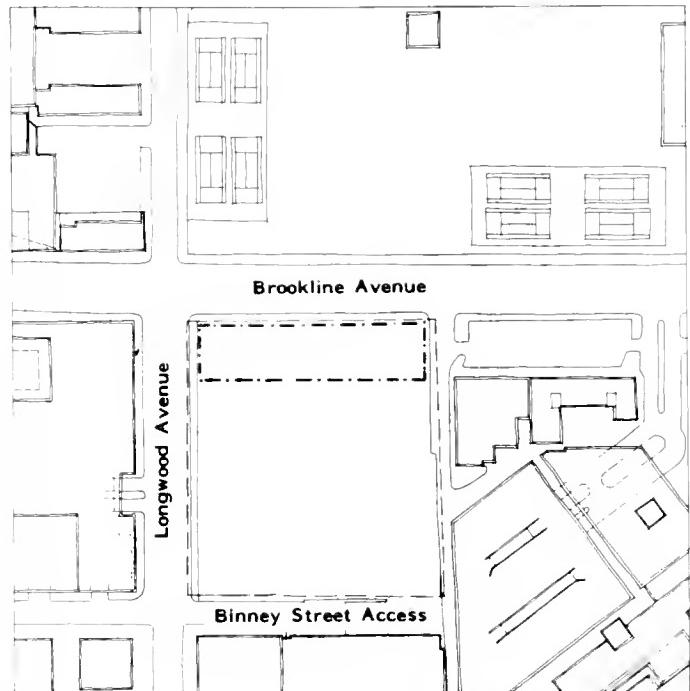


Tall building areas should be limited to the "back corners" of the site.

- ▶ No maximum height limit need be set. Because of the relatively low FAR and the guidelines which distribute a large portion of new development along the site perimeter, very tall structures out of scale with the surroundings will be impractical to develop.
- ▶ Taller portions of new development should be constrained to the "inside" areas of the site. As shown in the diagram, massing of the taller building areas along the shared property lines will conform well to neighboring development, be responsive to solar orientation, and allow for lower scale elements along key pedestrian areas.

## Setbacks

- ▶ Development setbacks allowing widening of Longwood Avenue to permit five traffic lanes and allowing a widened sidewalk should be required.
- ▶ A pedestrian arcade along Longwood may be impractical because of the substantial change in grade of the sidewalk along this edge, and should not be required.
- ▶ Widening of the Binney Street extension to allow for improved vehicular access should be a requirement for new development.
- ▶ The building line along Brookline Avenue should substantially conform to the existing setback of adjacent development to the north. However, some portion of the development may project into this space to emphasize the importance of the intersection at Longwood Avenue and to help terminate the long band of green, open space which extends down Brookline Avenue.
- ▶ Care should be taken not to create a dark, unfriendly corridor along Longwood Avenue. Low scale elements and elements which articulate the facade are recommended.
- ▶ The pedestrian walkway should be designed to minimize its visual impact on the Longwood Avenue corridor.



Except for limited areas, a broad, landscaped setback should be required along Brookline Avenue.

## Landscaping, Open Space and Pedestrian Circulation

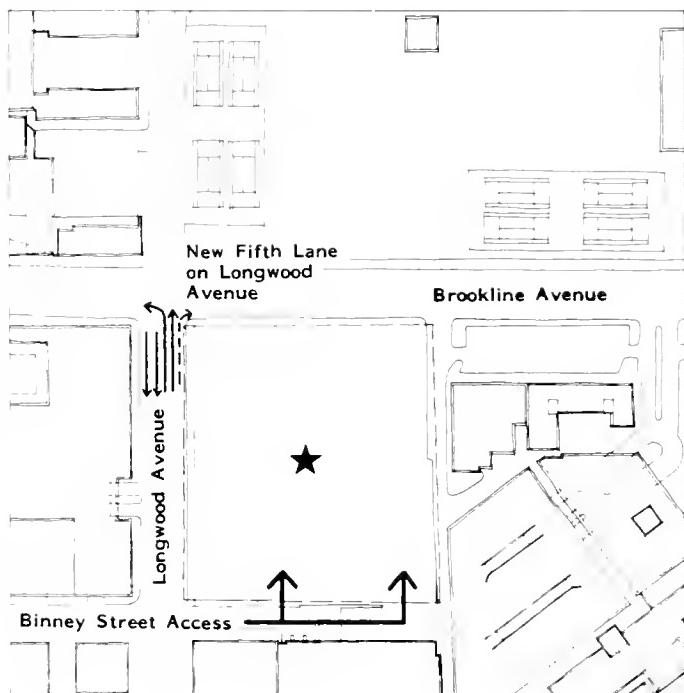
- ▶ The setbacks along Brookline Avenue should be substantially landscaped to help continue the general pattern of green "front yards" along the street.
- ▶ Significant attention should be paid to providing amenities - benches, lighting, plantings, and street furniture as has been done successfully on the Beth Israel site -- which contribute to the pedestrian orientation of the sidewalk edges but do not compete with the needs of future retail uses. These amenities should be similar to other recent streetscape improvements in the Longwood Medical Area.
- ▶ The principal building entrance should be located on Brookline Avenue.
- ▶ A new elevated walkway system should be part of the new development, connecting it to both Beth Israel and Children's Hospital. The height of the connection should be coordinated to minimize level changes and to avoid disruption of the existing Beth Israel parking garage.
- ▶ This walkway system is most likely to occur along the edge of the Binney Street extension, although other locations may be considered.

## Architectural Treatment

- ▶ An additional westbound lane should be added on Longwood Avenue between Binney Street and Brookline Avenue in conjunction with redevelopment at the site.
- ▶ Vehicles entering and exiting the site should be directed to use the Binney Street extension.
- ▶ Loading docks and vehicle entrances for on-site use should also be located in this alleyway.
- ▶ The architecture of a mixed-use facility providing unique and centralized service can be "special" -- noticeably different in character from its immediate surroundings. This is particularly true of uses which invite public access -- a Learning Center, for example.
- ▶ Certain building elements should be "featured" where appropriate -- a glazed atrium or medical museum, for example.

## Traffic, Parking and Vehicular Circulation

- ▶ A pick-up and drop-off lane should be added to Brookline Avenue near the main entrance of the new development, to reduce conflicts with other traffic and improve convenience.
- ▶ As much parking should be located below grade as is economically feasible. Above grade portions should be screened from Brookline and Longwood Avenues by other uses.



Access and street improvements should be integrally planned with new development.

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